

# Public Space Comprehension

Our primary goals are to reenergize the old harbor, repurpose abandoned buildings and fix the scars left by several white elephant projects, because we recognize that public space plays a paramount role in preserving the cultural and historic identity of a place and creating a vibrant and prosperous community.

## Heritage

Foster a locally grounded identity

## Accessibility

Open the Marina to everyone

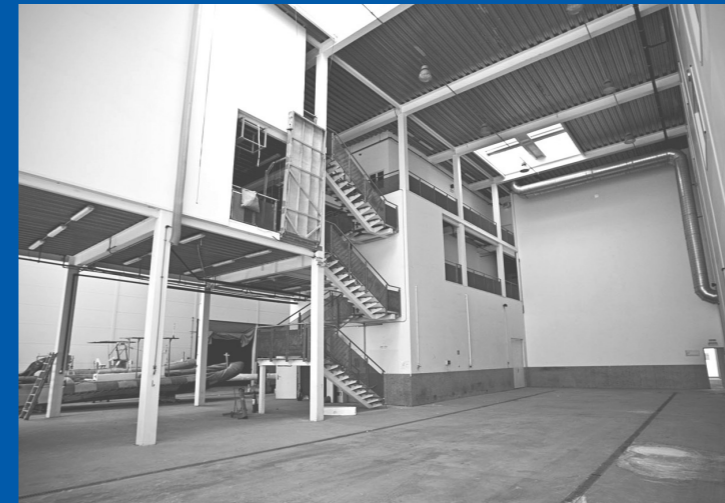
## Innovation

Co-design and placemaking

## Engagement

Generate a shared community vision

Before



After



### LA PÉRGOLA

At first sight, La Pèrgola seems like a miniscule piece in the grand landscape of the Marina. However, this small concert venue built in the 1990s occupies a special place in the collective memory of the local community because for many years it gave stage to the traditional music societies of the Poblat Marítim district. Preparations for America's Cup put the venue in standby, causing it to lose its original purpose and meaning. In 2017 a modest investment helped put La Pèrgola back into use and Consorcio Valencia invited back the original performers for a fresh cycle of weekly public concerts.

### VARADERO

During the Formula 1 race, the ancient dry dock of Varadero was closed and its space was specifically reorganized for logistical and commercial use. However, when the grand event ended, the architectonic barriers stayed, obstructing pedestrian access to the water and disrupting the physical integrity of the space. In 2016 the barriers were finally removed and the actual area regained in the process was transformed into a lively section of the promenade, decorated with green vegetation.

### ALINGHI

Alinghi, the iconic building which hosted the winning team in the 32nd America's Cup is a classic example of an installation erected to serve a temporary purpose without any long-term strategic planning. In 2016 quick, effective fixes were implemented to welcome a month-long Civic Factory Festival featuring placemaking workshops and open discussions. Alinghi is now understood as an extension of the public space of the Marina and a powerful tool for attracting people, generating economic activity and entertainment opportunities.

### 10 ANYS DE LA MARINA

Before the 10th Anniversary Celebration of the Marina, the harbor area was seen as obsolete and lifeless. The Anniversary presented us with an opportunity to send a new message to the people, one charged with optimism and hope. The Celebration was a community-oriented event featuring gastronomical, nautical and cultural activities. It was organized in collaboration with 24 stakeholders and included a total of 7 workshops. It became a facilitator of civic engagement, a way of activating a forgotten place and a proof that the Marina is a living and breathing space.